

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Sue Norris

DATE: May 17, 1995

FROM: Marian Wood

SUBJECT: DAVE'S RESEARCH - DENVER

Marian

This confirms that focus groups have been scheduled for Dave's on June 1, 1995 in Denver. Groups will be held among Marlboro, Camel and Discount Trier Acceptors in order to gauge reactions to Dave's product and to assess responses to print, OOH and direct mail pieces.

The focus groups will be held at:

Fieldwork Denver
900 Auraria Parkway
Suite 601
Denver, CO 80204
(303)825-7788

The schedule for the research is:

3:00 p.m. - 21-24 year old female Marlboro Red smokers
4:00 p.m. - 21-24 year old female Camel smokers
5:00 p.m. - 21-24 year old male Marlboro Red smokers
6:00 p.m. - 21-24 year old male Camel smokers
7:00 p.m. - 21-24 year old male Marlboro Lights smokers
8:00 p.m. - 21-35 year old male Discount smokers

Attached to this memo are directions to the facility and the research Topic Guide. Please call me with any comments.

cc: D. Beran
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